

FAMOUS PLAYERS THEATRES

NATIONAL

Ballyhoo

COMPILED AND
EDITED BY
DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

VOLUME 1 - NUMBER 16

OCTOBER 19, 1956

CONVENTION TIME

Convention time is an exciting time ... an annual event all of us look forward to with much anticipation. We renew friendships which have lain dormant for twelve months or more, and we meet and make new friends. We kibbitz and we reminisce into the wee hours of the morning ... we relive our past glories, and we try to penetrate the curtains of the future. We indulge in all of the accepted social niceties ... and we have our serious moments ... We are in convention.

Attending our convention is a responsibility and a trust not to be taken too lightly. We review our efforts and accomplishments during the year just ended ... and we bend all of our efforts to charting and developing a course to follow in the ensuing twelve months. The results of our discussions and deliberations can have far-reaching effects ... on the state of our business, and the part each one of us will play in that business for many years to come.

Our convention brings together on common ground the people who are directly vested with the responsibility of operating our many properties the country over, and our Home Office executives who in turn owe responsibility to the thousands of shareholders in our Company for an efficient and profitable operation. We meet ... we talk ... man to man, without fear or favour, with one objective, and one only in mind ... the betterment of our business.

The Eastern Division managers, partners, associates and executives will meet in Niagara Falls on Monday, Tuesday and Wednesday, October 22, 23 and 24 ... and their counterparts in the West will be similarly engaged in Edmonton a week later...Let's all of us come prepared to intelligently discuss ... to make and to accept suggestions ... to listen diligently and to make our voices heard ... to give of our experience and to profit from the experience of others. Let's make this a truly memorable meeting, a meeting from which we will emerge bigger and wiser men, and better showmen.

That is our responsibility and our prerogative. Let us exercise both to the very best of our ability. Happy convention fellows.

D.E.K.

FAMOUS PLAYERS CANADIAN CORPORATION



1200 ROYAL BANK BLDG., TORONTO

EXECUTIVE COVERAGE

It has often been suggested ... in somewhat light vein, I grant, that we move our managers out of the privacy of their enclosed offices and place them in a glass enclosure right in the foyer or lobby in plain view of their ticket-buying customers. It's not such a crazy idea.

The most important single function of a theatre manager is to BE on the floor of his theatre where he can keep a constant eye on what goes on around him ... and meet personally the people who pay his salary ... his patrons. It is the only way in which he can know at first hand what his customers want in the way of screen entertainment ... and what they don't want, and why. It is the only way in which he can tell whether the members of his staff encourage attendance ... or discourage it. There is certainly no better way ... or if there is, then we haven't heard of it yet ... for the manager of a theatre to really learn the business of managing his theatre in all of its many and varied facets.

You simply can't operate your theatre from behind a set of closed doors fellows ... it just isn't possible. That's why so much emphasis is placed on executive supervision ... and we don't mean supervision by proxy ... by your assistant, or an office girl, or the doorman. We mean you ... the executive in charge.

Your office is there merely as a convenience for you to do your paper work in ... during non-operating hours. When the theatre is open for business, let's get out on that floor ... and STAY THERE ... and know what's going on around us, and let our customers know that we consider them important enough to justify our personal attention. You'll be surprised how many of the important people in your town will start calling you by your first name ... and get a kick out of it.

So guys ... let's make EXECUTIVE COVERAGE mean exactly that ... and you know what? You're liable to get to like it.

.x.x.x.x.x.

STANDARD TIME

We're all back on Standard Time now, and that brings to mind many important seasonal 'musts'... The days are getting shorter, and it gets dark out a lot earlier than a month or so ago, and before too long it will be dark enough out at five or five-thirty to justify turning on your marquee and display lights.

Remember fellows ... your front is your merchandise display case, and there are an awful lot of potential customers in buses, street cars and automobiles who pass your place of business on their way home from work ... when it's dark out. Make sure that there is someone around to turn on your lights in good time to catch the eye of these ticket buyers.

In some highly industrial towns the managers even make sure that their lights are turned on for an hour or so in the early mornings, to catch the folks on their way to work.

REPLACEMENT FEATURES

There still seems to be a lot of confusion as to what is meant by a Saturday matinee replacement feature, and just what our responsibility is in connection with the showing of pictures tagged 'Adult' to juve audiences. Let me try to clarify the situation so that our managers and bookers will not be working at cross purposes any more.

It is not our job to act as self-appointed censors ... and to tell folks what they may or may not see. When one of our attractions comes to us classified as 'Adult' it is up to us to conform with existing regulations by clearly marking it as such, strictly for the information of the parents. Then it is entirely up to them whether or not they wish their children to see it. We have no right to refuse admission to any of the small fry who wish to purchase a ticket. Of course if a picture is clearly marked 'Restricted' ... then it's a different story, and under the act we may not sell tickets to anyone under a specified age limit.

When an attraction is so adult in theme that we feel it may hurt our boxoffice ... then it is up to us to demand a replacement feature for the Saturday matinee performance ... to keep faith with parents and children alike ... but let's not standardize this procedure and demand such replacement features EVERY Saturday. For instance ... it's utterly ridiculous to pull a picture like HIGH SOCIETY off, and replace it with some second rate Western. We know what kind of business this one is doing, and we know that we'll lose a lot of dollars by leaving it in the can.

If you have an attraction booked on a week-end which you feel is not quite suitable for your kid trade ... then ask your booker to supply a COMPANION FEATURE for the young 'uns, and SHOW THEM BOTH. We must assume that you do get a few adults in for the Saturday matinee ... Let's not drive them away.

And fellows ... don't do what one manager used to do ... simply refuse to admit any youngsters to your Satmat. That ain't good business ... and certainly doesn't make you any friends. Hope I've managed to make myself clear ... Now it's up to you.

.X.X.X.X.X.

THE CASHIER ... YOUR HOSTESS

The first person a patron meets is your cashier. She is in effect your hostess and can do much to inject a frame of mind that can add much to a customer's enjoyment of your offering ... A gum-chewing, magazine reading person in the box-office ... a telephone-gabbing character who shows her annoyance at being interrupted to punch out a ticket ... a surly, smart-alecky attitude ... all these will DRIVE CUSTOMERS AWAY ... and often they won't come back. Before you appoint a girl to a cashier's job, make sure that she knows exactly what is expected of her ... and ask yourself if YOU would buy a ticket from her. A hostess should be neat, courteous and obliging. IS YOURS?

OCTOBER COSMOPOLITAN

The Cosmopolitan magazine has just celebrated its seventieth anniversary ... It is one of the best known and most widely read of all the magazines on the market today. COSMOPOLITAN has devoted its entire October issue to us and to our business ... There's a lot of good reading in it, and a lot of valuable info which you may possibly make good use of in your publicity.

If you want a couple of hours of fascinating reading, about the people you know and the business you are in, you can do worse than to invest 35¢ in the October issue. You may obtain a copy at any newsstand.

.x.x.x.x.x.

BONDING EMPLOYEES

With the increasingly large turnover in staffs it is more important than ever that you comply with our Insurance department's ruling in regard to the bonding of all persons entrusted with the handling of cash or tickets.

Make sure that you have a number of bond applications on hand at all times, and that all cashiers, doormen and assistant managers are properly bonded before they commence their employment. This will protect them ... and protect you. It's important.

.x.x.x.x.x.

YOUR TRADE PRESS

I know it sounds ridiculous, but we still have managers who don't even bother to take the copies of the several trade publications we subscribe for out of their mailing covers. I've visited some theatres and have found a dozen or more mags in their original covers lying neatly stacked on a shelf, on the floor, or on the corner of the desk. Apparently these men are so well informed that they don't need the benefit of the opinions of our top industry leaders and the scribes who report those opinions and the day-by-day goings on within our industry.

Let's face it fellows ... our industry is changing from day to day, and the only way we can keep up with it is by keeping fully informed and knowing exactly what is happening around us. The best way to do that is by studying reports of the many national meetings, such as the recent T.O.A., COMPO, etc. etc., and by studying first hand reports of the many new trends in our business.

Of course I have a selfish motive in recommending that you read your trade magazines too ... Maybe by studying what some of the top showmen the world over are doing to promote their business, you too will start emulating their example, and maybe I won't have to beg so hard for some evidence of your ticket-selling activities.

The pages of all the major trade publications are loaded with valuable operational hints and showmandizing suggestions ... Let's make a habit of studying them ... and USING THEM.

GOOD THINKING

When faced with an emergency, some men take the easy way out and simply give up ... others try to do something about it ... Mel Jolley, pilot of the Century in Hamilton doesn't give up very easily, and I know of one instance where good thinking on his part really paid off ... but good.

A few weeks ago, when the entire Southern part of Ontario was harrassed with violent rain and electrical storms, the five down town theatres in Hamilton were completely knocked out at six o'clock one evening. Hydro advised that no power would be available until well after ten o'clock that night ... and that, as we all know, meant that we would be out of business until the next day.

Mel Jolley didn't accept the Hydro's decision, and started bugging them to do something about it ... but quick. To get the guy off their backs, the lads at Hydro rushed a portable transformer to the theatre, and by eight o'clock Mel was back in business again ... the only theatre in Hamilton with a live screen.

The result? Well ... the other four theatres remained dark, and Mel ... in spite of the bad weather rang up a total of four hundred bucks on his cash register. That's what I call good thinking supported by sensible action. Nice going, Mel.

.X.X.X.X.X.

SELLING MANY BOOKS OF TICKETS FELLA?

Yeah, I know it's tough ... just can't interest folks in parting with two or three bucks for tickets they may not use for a week or two to come ... Or, and perish the thought ... could be that we're just not trying hard enough ... huh?

At all of our meetings we hear reports of activities which result in the sale of hundreds of dollars of books of tickets for some of our managers. We are provided with complete details ... sketches ... blueprints. All we have to do is simply follow suit. Sad to relate ... not too many do. Too much bother I guess.

Well ... there's one guy who believes in giving a new idea a whirl before discarding it as n.g., and I'm talking about Walt Bennett, skipper of the Capitol in Vernon. At the Western meetings last year, Walter heard of a deal made by one of our lads in the East whereby a gas station began using our books of tickets as premiums with purchases of gas. He got the details and went to work on it ... and you know wha happen?

One of the garages in Vernon really went for the deal, backed it with good advertising ... put up a good display ... printed punch-cards which were distributed to all customers, and ... Walter reports that his friend goes through \$140.00 worth of books of tickets EVERY MONTH. That ain't hay fellows, and you can probably do the same ... IF YOU TAKE THE TROUBLE. That's what conventions are for guys ... to exchange ideas, and TO MAKE USE OF THEM. Attaboy Walter ... keep up the good work.

CASHIER WINS HONOURS

Roy Miller who runs the Lincoln in St. Kitts dropped into my office one day and proudly showed me the front page of that day's Toronto Star on which appeared a good sized pic of a comely young lady. It appears that the gal, who had been in Canada less than five years had been chosen as the top student in her school, and rewarded with a \$2,000.00 scholarship. To help pay her way through school, Mall Metski worked as relief cashier at the Lincoln.

Roy was pretty proud of the young lady's achievement ... except that now he has to start shopping for a replacement. She's going to be too busy studying to continue her duties in the theatre.

Congratulations Mall ... and our very best wishes for continued success in the academic field.

.x.x.x.x.x.

ENCOURAGING CLEANLINESS

Nothing looks worse than a messy theatre ... with ticket stubs, candy wrappers, popcorn boxes and what have you, littering the floor. Al Hartshorn seems to have licked the problem at the Regent in Oshawa.

Al attaches a plain sixteen pound paper bag to the back of the aisle seats at the top of each aisle. As the usherette walks up and down the aisle she picks up any refuse and deposits it in this disposal bag. The bags are replaced as often as is necessary, and the floor is always clean.

Paper bags are a very cheap commodity fellows ... and this is one way in which you can encourage your staff members to take pride in the appearance of their sections of the theatre. How about trying it, huh?

.x.x.x.x.x.

MANAGERS' WEEKLY LETTERS

Just as you have to file weekly reports covering the various phases of your operation, so does your district manager have to report what goes on in his district each week to his superiors. For that reason the weekly managers' letters were designed.

In addition to the information required on the face of this letter, which you simply copy from your 24-sheet ... it is necessary that you give us a complete story of your operation on the reverse side. Tell us how your customers liked your program, and if they didn't like it ... why. We want to know what's doing in your town ... population changes, new industries, any unusual opposition ... in short an up-to-date report on conditions.

It only takes a few minutes of your time fellows ... but it seems that some of you find those few minutes awfully hard to spare. I've seen reports come in with absolutely nothing on them except the name of the theatre and some figures. Let's quit kidding ourselves guys ... It's better to tell us then to be constantly badgered for this information. How about it, huh?

CHRISTMAS IS COMING

Brother-r-r ... it hardly seems possible, but a quick glance at the calendar tells us that Christmas is less than two months away ... and New Year's, naturally a week later. Just Can't stop old Pop Time from creeping up on us ...

And that brings to mind many things. Have you done anything about really organizing your staff into an efficient F.P. Book Ticket selling organization? Now is the time for them to get their contacts lined up ... not after they had made other commitments. Now is the time for YOU to get your staff together and do a pepping up job on them ... not a week before Christmas.

Now also, it seems to me is the time to go to work on your Christmas week morning rentals. They can add substantially to your income during that 'off' week.

And ... it certainly isn't too early to start planning your extra activities during the Holiday season ... and that should include your plans for special juve shows, special morning matinees, and of course your regular Midnights.

Christmas is coming fellows .. Soon it will be only a few weeks away, then a few days, and then it'll be right on top of you. Don't be caught napping, huh?

.x.x.x.x.x.

LET'S SELL SERVICE

There used to be a time when we were pretty proud of the many extra little services and courtesies we offered our customers ... such as free checking facilities ... a Lost and Found department, Free call service for professional people, etc. etc. And we used to tell them about it on our screens and in our display frames.

What's happened fellows? Is it less important today than it was fifteen or twenty years ago? You know the answer ... so why not let's do something about it right now? As far as I know the three services mentioned above are no longer part and parcel of our over all ticket selling effort.

Perhaps you don't have a special checkroom ... so, do what many of us used to do ... and devote a part of your office for that purpose. Get those Lost and Found bunks operating again, and clean them out at intervals to make room for new items. If an item is lost which contains identification ... phone the owner, don't wait for him to contact you. That's what we mean by SERVICE.

Make it known to your local doctors, nurses etc. that you will be happy to register their seat locations and accept their calls while they are in the theatre.

Let's start serving with SERVICE fellows ... and word will soon spread in your town that YOUR THEATRE is a good place to spend a couple of hours in ... and that means more and more ticket sales. That's what we're in business for ... ain't it?

TIME'S A WASTIN'

That's the heading on a special T.C.L. bulletin which went out to all confection accounts ... and which contains a complete breakdown of the returns per patron for this year to date ... plus a comparison with the same period last year. There's a lot of information in this bulletin, and I hope that you chaps really studied it, and didn't just file it away for future reference ... maybe.

It is somewhat baffling to see one theatre with an 18.2¢ return per patron, and another with less than 6¢ ... and they're both comparable situations. With no evidence to the contrary we are simply led to assume that one man really works at it, and the other one accepts his confections business as somewhat of a more or less necessary evil ... and fellows ... it really does show in the results.

Another item that puzzles me is the terrific difference in the amounts of shortages reported by various theatres. One manager, in 39 weeks of operation shows a total shortage of less than twenty dollars ... and another theatre, with less than half the gross sales, is over three hundred dollars short. Must be a reason for this, and the idea is to find it and correct those conditions which contribute to this unhealthy situation.

The boys over at T.C.L. go to a lot of trouble to prepare these reports and comparisons. They know their business, and they know YOUR business equally well. They're always on call to help you with your merchandising and in any other way they can. Make good use of this service fellows ... it can mean many added dollars of profit ... in terms of increased sales and eliminated shortages.

Study YOUR report again fella ... and see how you stack up alongside the other lads in your group. Then ... DO SOMETHING ABOUT IT ... huh?

.x.x.x.x.x.

CAN YOU USE AN EXTRA BUCK?

Another bulletin just came in from Jack Fitzgibbons ... with an offer of more prize money for some of our hustlers. This time we're pushing the Duncan Chocolate Company's brands ... and the prize money ... ranging from twenty five bucks down to a fin, will be awarded on the basis of the best Duncan displays. Incidentally, this contest is only open to Eastern Division men ... and I presume our Western brethren will be taken care off also before long.

Make sure that you have a good stock of the Duncan products guys ... make sure that they're properly, and ATTRACTIVELY displayed, and ... get that camera of yours out of the moth balls and take a few snaps, and send them along fast to Jack Fitzgibbons.

In the last couple of contests only a handful of our guys took the trouble to submit entries. Let's all of us get in on this one guys, and swamp Jack with more entries than he'll know what to do with. Are you with me? O.K. then ... at least ONE ENTRY FROM EVERY THEATRE IN THE EAST. How about it?

A FEW COAST-TO-COAST DRUMBEATS

I'm not kidding and I'm not exactly being facetious when I say 'a few' ... far too few for comfort ... and certainly far too small a percentage of the overall potential. Don't duck ... I'm not going to launch into a verbal chastisement of the non-starters. Experience has proven that either you do or you don't ... and if the latter is true, no amount of haranguing on my part is going to get you off those big fat chairs of yours.

I would like a chance to get some of you guys ... fellows I think are really doing a job even if they do fail to make their activities known ... off the inactive and on to the active list. Unfortunately it isn't up to me ... it's entirely up to YOU. I'll only amplify that by repeating that we're not mind readers ... and have no way of telling what's going on in your situation unless you tell us about it. Of course we can guess ... and when your figures aren't too good ... well, I'll leave it to you to figure out what we're guessing.

To the few 'steadies' who get their stuff in week in and week out ... thanks fellows ... you're the guys who keep us in business. To the hit-and-missers ... well, how about a few more hits and fewer misses, guys? You're the ones who have to prove something ... not I. I only do the reporting.

Well anyway ... let's take a peek at what reached us during the past couple of weeks. If your name is conspicuous by its absence ... there's only one way to cure that ... and the remedy is in your hands, and yours only. So ... on with the show.

.X.X.X.X.X.

CAPITOL - ST. THOMAS

Some of you male old timers can take a lesson from that gal up in St. Thomas, Zara Ellwood has been with us a comparatively short time, and yet ... by her persistent efforts, and her desire to learn, all she can about our business she has already wound up with a couple of fair prizes. She considers her screen fare as saleable merchandise, and GOES OUT AND SELLS IT. That's what we've been trying to get some of you guys to do for years ...

To try and boost her kid attendance, Zara booked in a serial ... PERILS OF THE WILDERNESS, every Saturday for fourteen weeks. She had suitable membership cards made up, with the offer of a free admission to the last chapter to every youngster who winds up with a perfect attendance. The cards didn't cost her a dime ... a local hairdresser provided them for the privilege of printing his ad on the back.

A young high school student interested in dramatics was attired in Indian costume, with an authentic headdress borrowed from a nearby reservation, and attracted a lot of attention on the two Saturdays preceding the showing of the first chapter. Zara also promoted sufficient confections to take care of the small fry for two or three weeks, till they get used to the idea. Incidentally, the membership cards are numbered, with promoted prizes drawn for at the Satmats. Of course there's nothing new in the idea ... but fella ... when's the last time you tried something like this?

PARAMOUNT - HALIFAX

Freeman Skinner took advantage of the Marathon Swim fad to promote some excellent publicity for his theatre. Seems that a young Halifax lass attempted the gruelling swim and wound up in the headlines ... While the news was still hot, Freeman arranged for her to make a personal appearance on his stage ... scrounged around and picked up some \$250.00 worth of gifts from local merchants, and had the mayor of Halifax make the presentation. The local daily came through with excellent advance stories and an excellent three column pic of the presentation with good theatre credits.

The radio station which had covered the swim came through with forty flash announcements advising listeners of the personal appearance, and also taped the twenty minute ceremony on the stage. The T.V. outlet also covered the event. Needless to say, business on the night soared away up.

To try and stimulate his kid biz on Labour Day, Freeman promoted a quantity of school supplies to be used as give-aways. No cost to the theatre ... other than a small lobby display for the co-operating merchants.

.X.X.X.X.X.

CAPITOL - SUDBURY

To focus attention on his HIGH SOCIETY engagement, Jeff arranged to post a 24-sheet on the Copper-Cliff road where it couldn't possibly be missed by the thousands of Inco employees on their way to work. Another poster was placed at the opposite end of town, for the benefit of the flour mill employees.

Several good windows were promoted, all loaded with good art and theatre copy. A good display on Kresge's record bar ... and the Melody Music Store devoted its half hour radio program to selections from the sound track with numerous theatre credits.

The Roselyn Dress Shoppe brought in a replica of the wedding dress worn by Grace Kelly, which was suitably displayed along with many advertising accessories provided by Jeff.

Five local deejays plugged the songs from the pic, and on the Wednesday before it opened, devoted a full half hour to the sound track recordings. The airwaves were really saturated with HIGH SOCIETY for a full week before opening. Jeff used a special false front which he made up from a 24-sheet.

.X.X.X.X.X.

CAPITOL - MOOSE JAW

Otis Bowes ran a very successful cartoon festival for his small fry with the co-operation of the Colgate-Palmolive Company. Colgates kicked in two Sylvania clock radios which were drawn for on the stage on the basis of carton tops from some of their products. You may be sure every kid had at least one box top to make him or her eligible. The soap company also plugged this show on several radio spots during the week. The house was jammed and everybody was happy.

CAPITOL - LONDON

As advance for his KING AND I engagement, Bill made up a very attractive display which he set up at the entrance to the Western Fair in London, and which had to be seen by sixty or seventy thousand persons. Later this display was moved to the front of the theatre.

An annual event in London is the Frosh snake dance, and Bill makes sure that the Capitol gets in on it. This year the Freshmen paraded from Victoria Park, along the main street and right up to the theatre for their annual theatre party ... (paid) ... A couple of Free Press shutterbugs just happened to be handy, and the next day's edition devoted nearly a half page to two good pics and a fine story ... and by some strange coincidence ... Bill's marquee is plainly visible in the photos ... and guess what ... yes sir ... KING AND I screams right out at you.

Just to be different, Bill went for a little novelty in his newspaper ad. A picture appears of the midway and fairgrounds at the Western Fair, completely naked of customers ... with the copy as follows ... 'Where are all the Crowds? ... at the Capitol, of course, to see KING AND I.' ... Cute, huh?

The press cartoonist happens to be a friend of our Willie, and just as a gag used the catchline KING AND I to head up one of his cartoons dealing with the Current Suez problem. Sounds like a first to me ... Can anybody else match it?

.x.x.x.x.x.

CAPITOL - CHATHAM

S'funny ... some of our dates on RICHARD III were pretty good, while others proved slightly odoriferous ... whew! Harry Wilson's was one of the good ones ... and you know why? The guy pulled up his jeans and did something about it.

Harry spent quite a few hours in contacting personally the school officials of every Public and Separate school in the district. He arranged special showings of the feature on two week-day mornings and tickets to these showings had to be purchased at the schools ... And get this ... any students not purchasing tickets were obliged to attend their regular classes ... and this is democracy??? Anyway, this little deal resulted in something like 2,000 student tickets being sold for the engagement. Harry showed a fair profit on his RICHARD III date ... How about you?

.x.x.x.x.x.x.

PALACE - WINDSOR

Eddie Lamoureux is a tight-lipped sort of a guy, and doesn't tell too much ... just sends along pictures. However, from what he does send along I gather that he has a pretty fancy DeeJay show which he has tagged 'Personality Parade' broadcast from his stage every Saturday afternoon. Two local sponsors pay the shot, and every week in addition to the talent lined up by the station ... C J S P a guest star is introduced ... the latest one being Adam Timoon, who I believe is the Canadian Elvis Presley. Come on Eddie ... give with a little more information, will you? We're curious.

LAKE AND FORT - FORT WILLIAM

Boy what a team ... Those two guys of ours at the Lakehead sure work together, and again have proven that two heads are better than one. This time Gordon Carson and Frank Sabatini got together on a 'Back to School Theatre Party' for the small fry, and the results to say the least, were phenomenal.

Gordon took care of three merchants in his end of town, and Frank was able to fastalk two of his into co-operating. The deal was simple, inexpensive, and terrific. All a youngster had to do to receive a ticket to the special Saturday morning show was to make a purchase of some school supplies from any one of the five merchants. Special hard tickets were printed for this occasion, a different colour for every merchant ... to make the bookkeeping a little easier, since each merchant redeemed his own tickets, at the regular children's price.

The merchants began their advertising campaign two weeks in advance ... with several joint newspaper ads drawing attention to the show, and good displays in their respective places of business. Good material was also on display in the theatre lobbies, and natch ... on the theatre screens. The screen show consisted of the regular program each theatre had booked plus a number of cartoons, serial, etc. In addition both Gordon and Frank arranged a bit of a stage program.

The results? Well ... both shows were sold out two full weeks in advance ... and ... the confection take was double that of a reasonably good Saturday. Our boys were happy ... the kids were tickled, and the merchants can't wait for the next one.

That's what I call SELLING ... and I was just wondering how many of our other go-getters cashed in on the Back to School activities ... and don't say we didn't warn you in plenty of time. Just look up some of your BALLYHOOS prior to September.

.X.X.X.X.X.

ALGOMA - SOO

For years I've been getting the same old cry from the Soo ... the newspaper was the most un-cooperative in the country and wouldn't do a doggone thing for us. I began to accept that and consequently wasn't too surprised at not getting any co-ops or any other form of merchant participation.

Well ... we sent a young fellow to the Soo, to take over the Algoma. Murray hadn't been there a month when Lo and Behold, a tear sheet arrived on my desk with one of the most beautiful co/op pages I have ever seen, on HIGH SOCIETY. The newspaper didn't even charge us for a heavy scareline across the top. So now ... what've the rest of you who've been giving me the same story got to say for yourselves?

In addition, Murray Summerville promoted six L.P. Sound track recordings from Capitol Records ... retail value \$30.00, and used them as the basis of a lobby contest. All local deejays co-operated nicely to make this one of the most successful engagements we've had in this theatre in a long time. Swell stuff, M.S.

ORPHEUM - PRINCE ALBERT

I'll say one thing about Jack Mahon ... he doesn't let a single week pass without getting something in to this department ... He's a showman who believes in SHOWMANSHIP ... and PRACTICES IT.

Jack happened to have a very ordinary run of the mill picture booked, when suddenly ... out of the Blue ... a meteor happened to fall and land just north of the city, causing quite a stir among the natives. So ... right away quick, Jack contacted his booker and arranged for an immediate date on U.F.O. (Unidentified Flying Objects) to cash in on the current excitement. He really did a fine dress up job on his front, and loaded the press with excellent selling copy. IT SOLD TICKETS.

A local religious character in town sent Jack a letter drawing his attention to a certain passage in the Bible, purporting to explain the meteoric miracle ... so, Jack hurried down to the radio station, and the letter plus a good plug for his pic was aired on the next newscast.

Merlin Motors, local METEOR dealer ran a swell two column by twelve inch ad tying in their cars with the fallen meteor ... with good credits for U.F.O. and the theatre.

In the way of public relations ... the local Daily Herald surprised Jack by printing on the editorial page an excellent story titled SURVIVAL OF THE MOVIES. This is the first time the Herald has ever come through with anything of the sort, and natch ... our Jack was extremely pleased. Keep up the swell work Jack ... we're always tickled to hear from you.

.x.x.x.x.x.

SHEAS - TORONTO

Len is somewhat of an expert at cashing in on events of local, or even National importance ... and this year's United Appeal drive gave him a real opportunity for some terrific Public Relations for his Showhouse ... and resulted in plenty of extra bucks at his boxoffice.

The local Simpson store stages an annual beauty contest, to select Miss United Appeal ... and Leonard persuaded them to conduct the entire deal on his stage on several evenings. I have before me at least a dozen tear sheets from the three Toronto newspapers, and never have I seen so much space devoted to a single event ... and SHEAS is mentioned in every one of them.

In addition, Kate Aitken, w.k. radio personality, best known perhaps for her 'Round up of Week-End Entertainment' devoted almost her entire script on one evening to the Simpson beauty parade and Sheas ... I see a note from her to Len, and it kinda tickled me ... thought you'd like to take a peek, so ... "I really enjoyed the Simpson show at Shea's with you as impressario. Never, except in Peter Pan, have I seen anyone skip so gaily across the stage. You were terrific."

It all helps kiddies ... and, nice going Len.

CAPITOL - BRANTFORD

Everybody is looking for more business ... just as we are ... and the newspapers are no exception. The Brantford Expositor planned a concentrated drive for new subscribers, and as bait to their boys offered five trips to Florida to the winners. Bill Burke found out about this before the announcement was made and persuaded the lads on the paper to make their official pitch from his stage at a special Satayem show. Since Bill was due to open PARDNERS on Monday, he arranged to screen this for them, and all 150 of the carriers showed up. The newspaper had arranged to provide prizes for all.

If you think this is giving away our merchandise, just see what Bill got in return, and I'm not taking into consideration the goodwill involved or the P.R. Four days before opening, the paper came through with a terrific six column spread on the front page of the second section, with six column head plugging PARDNERS and two large cuts and a story. The following day a large three column deal on the same page, and on Saturday a repeat with the accent on Florida and the Martin and Lewis pic.

Could be that this is one of the reasons that Bill finds the lads on the Expositor so cooperative ... and doesn't run into too much difficulty in planting stories and art on advance pics. I note that Bill isn't satisfied with one and two column scenes buried in the innards of the paper ... On HIGH SOCIETY he collected one five column cut of the three principals with an excellent story, and another four columns of a good scene of Frankie and Satchmo. Those are the things that sell tickets fellows ... Attaboy Willie.

.X.X.X.X.X.

Well boys ... that looks like about it for this issue ... I have a couple of late entries on hand, but will file my report on them next time ... which will be shortly after our upcoming meetings.

Incidentally ... I expect that there will be a meeting of our prize committee very shortly, at which time the members will go over the entries submitted since the date of the last sitting, and some of you ... Well, let's say those of you who have taken the trouble to send in evidence of your Showmandizing will stand a good chance of winding up with some loot. Tell you what I'll do ... I'll try to stall the meeting for a couple of weeks to give some of you who have just forgotten to send your material along, a chance. Is it a deal?

Our conventions are only a few days away, and I guess all of us are carrying our share of the organizational load ... so, guess I'd better sign off and make sure that our Eastern lads will have somewhere to park their hats when they hit the Falls.

We're looking forward to a grand meeting, fellows ... BUT, it'll only be as good as YOU MAKE IT. So ... come prepared to speak up and help our executives chart their course for the future. After all ... YOU are FAMOUS PLAYERS.

Dan Krendel